

MARBENS ALEXANDRE

Graphic Designer | Brand Identity Specialist | Healthcare Marketing Communications
954-910-8713 | Marbensalexandre@gmail.com | South Florida

PROFESSIONAL SUMMARY

Creative graphic designer with 5+ years of experience delivering multi-channel marketing collateral for healthcare organizations and corporate brands. Proven expertise in brand identity development, print production, and visual communications across multiple entities. Skilled in Adobe Creative Suite with motion graphics capabilities and strong photography background supporting corporate events, headshot sessions, and marketing campaigns. Experienced in fast-paced healthcare environments requiring brand consistency across diverse stakeholder groups.

CORE COMPETENCIES

Design & Production: Brand Identity Development, Marketing Collateral Design, Print Production, Digital Design, Motion Graphics, Infographic Design, Package Design, Document Layout, Presentation Design, Newsletter Design

Software & Tools: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Canva, Microsoft Office Suite, Visual Studio Code

Photography: Corporate Event Photography, Headshot Photography, Sports Photography, Product Photography, Seminar Documentation

Industry Expertise: Healthcare Marketing, Multi-Brand Management, Corporate Communications, Social Media Campaign Assets, Visual Brand Standards

PROFESSIONAL EXPERIENCE

Graphic Designer | 2023 – 2025

Health Network One | Fort Lauderdale, FL

- Served as primary graphic designer for multiple healthcare entities including Health Network One and Therapy Network, developing comprehensive marketing materials and brand assets for healthcare provider networks serving South Florida region.
- Developed brand identity assets and designed 3 annual branded newsletters for healthcare provider networks, creating visual consistency across patient engagement and provider communications initiatives
- Created marketing collateral including direct mail postcards, promotional flyers, and event materials supporting multi-channel healthcare marketing campaigns across multiple entities
- Executed corporate photography services including professional headshot sessions and event coverage, producing photography for approximately 3 events annually supporting organizational communications
- Designed custom package design, logo assets, infographics, and presentation templates ensuring brand consistency across multiple healthcare entities and stakeholder groups
- Collaborated with marketing and operations teams to translate healthcare messaging into compelling visual designs for diverse audiences including patients, providers, and business partners
- Managed end-to-end design production workflow from concept development through final delivery, meeting tight deadlines in fast-paced healthcare environment

Graphic Designer & Photographer | 2019 – 2020
Growth & Profitability Agency | Fort Lauderdale, FL

Provided design and photography services for business consulting firm, creating visual assets for social media marketing campaigns and corporate events.

- Designed social media campaign graphics and visual content supporting 6-8 multi-platform digital marketing campaigns
- Produced video content and motion graphics using Adobe After Effects and Adobe Premiere Pro for social media and digital marketing campaigns
- Executed product photography and event documentation for corporate seminars and business development activities
- Delivered consistent brand visual identity across multiple client campaigns and marketing touchpoints

Sports Photographer | 2018 – 2020

Lynn University | Boca Raton, FL

- Official university sports photographer covering all athletic teams and major sporting events for NCAA Division II institution.
- Photographed university athletic competitions across all sports programs, delivering high-quality action and team photography for marketing and communications use
- Covered 2019 Sunshine State Conference National Soccer Championships, providing comprehensive tournament documentation
- Documented university sports award ceremonies and recognition events, creating visual archives for athletic department communications
- Managed rapid photo editing and delivery workflows to support timely social media posts and athletic department needs

EDUCATION

Bachelor of Science in Graphic Design

Lynn University | Boca Raton, FL | 2019

Associate of Science in Graphic Design

Art Institute of Fort Lauderdale | Fort Lauderdale, FL | 2017

TECHNICAL PROFICIENCIES

Creative Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Canva – Advanced proficiency across print, digital, and motion graphics workflows

Photography Equipment: Professional DSLR camera systems, studio lighting, event photography equipment

Production: Print production coordination, file preparation for commercial printing, brand asset management

Additional: Microsoft Office Suite, basic HTML/CSS, visual content management systems